



## PROTEST AND CONSUMER: A CONTENT ANALYSIS OF EBSCO ELECTRONIC DATABASE ACROSS 50 YEARS

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### Abstract

*The objective of this research is to review the articles of protest and consumer in EBSCO electronic journal. The objective will be achieved by answering the following questions: (i) what is the method of reviewed articles with the topic of protest; and (ii) what agenda of future research? The results showed that most reviewed articles used qualitative approach. Most research are empirical in nature. For articles of empirical research, most of the data were obtained through observation and were analyzed descriptively. Literature on protest and consumer can be classified into 3 main categories: (1) discussing about the frequency, cause, and objective of protest; (2) discussing about the consequence of protest; and (3) discussing about the motivation of individuals in taking part in the protest. Reviewing also showed that there are major gaps from the previous research including the fact that attitude is not the focal point in explaining why consumers take part in protest and no article discussed consumers' attitude to the object taking part in the protest.*

## PROTES DAN KONSUMEN: ANALISIS ISI TERHADAP DATABASE ELEKTRONIK EBSCO 50 TAHUN TERAKHIR

### Abstrak

Tujuan penelitian ini adalah melakukan ulasan balik artikel-artikel bertopik protes dan konsumen pada database elektronik EBSCO. Tujuan tersebut akan dicapai dengan menjawab pertanyaan penelitian sebagai berikut: (i) apa metode dan sifat dasar dari artikel yang bertopik protes; dan (ii) agenda penelitian apa yang masih terbuka ke depan? Hasil analisis menunjukkan bahwa kebanyakan artikel yang direview menggunakan pendekatan kualitatif. Kebanyakan artikel merupakan penelitian empiris. Untuk artikel penelitian empiris, mayoritas data diperoleh dengan cara observasi, dan dianalisis secara deskriptif. Literatur tentang protes dan konsumen dapat digolongkan dalam 3 bagian besar, yaitu (1) yang membahas tentang frekuensi, sebab, dan tujuan protes; (2) yang membahas tentang konsekuensi dari protes; dan (3) yang membahas tentang motivasi individu yang mendasari untuk berpartisipasi dalam protes. Ada beberapa kesenjangan dalam penelitian-penelitian sebelumnya, diantaranya adalah bahwa sikap bukan merupakan fokus dalam menjelaskan mengapa konsumen melakukan protes dan belum ada dari artikel tersebut yang melihat sikap konsumen terhadap objek yang melakukan protes.

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## INTRODUCTION

Kompas Daily, 10 September 2013, informed that from Monday (9/9) to Wednesday (11/11), tofu and tempe would not be available in Jakarta, Surabaya, Bandung, Sukoharjo, Kendal, Magelang, Yogyakarta or even worse, throughout Indonesia. Thousands of producers of tofu and tempe were on strike. They demanded the government to take over the management of soy trade in order to ensure the adequate supply of soy at affordable price. About sixteen months before, Kompas Daily, 28 May 2012, also informed that the American top singer, Lady Gaga, cancelled her concert in Indonesia because of no security guarantee. The cancellation was informed by the Lady Gaga's management to the promotor in Indonesia Sunday (27/5) morning. The promotor, "Big Daddy Entertainment", announced it on Sunday (27/5) noon. According to the lawyer of "Big Daddy Entertainment", Minola Sebayang, the cancellation was decided by Lady Gaga's management because of insecurity. They worried about the security of the singer, crews, and spectators if the concert took place. There was lack of security guarantee after the protest from some civil groups. Moreover the regional police of Jakarta was reluctant to ensure security as indicated in their statement of not recommending the concert to take place.

In another country, Jensen (2008) states that when 12 caricature of Prophet Muhammad was published in Danish Newspaper, Jyllands-Posten, 30 September 2005, there were protests in the Middle East. As results of the protest, for some time the products made in Denmark disappeared from the shop shelves, including the French Supermarket Carrefour. Previously, when United States of America invaded Iraq, France, as a member of the Security Council of United Nations, did not take part. This also resulted in protest in USA so that it led to the decrease of wine products made in France of 27% (Chavis and Leslie, 2009). Such was also the case when the Australian protested the France's nuclear testing in 1995 at Pacific region. The survey made before, during, and after that showed that there was negative

reaction from consumers in Australia to French Country and products. And only 10 years later, in 2005, the survey showed that orientation to French products, like the attitude to French Country and citizens recovered (Heslop, Lu, and Cray, 2009).

From what is mentioned above, by taking the articles from the electronic journal of EBSCO, the objective of this research is to describe how the published research about protest and consumer are performed. The assumption is that knowledge is normal science. The label of normality means that some research related to the phenomenon was based fully on scientific achievement by scholar communities in the past (Kuhn, 2005). Sunarto (2011) notes that the term paradigm the meaning of which is equalized to normal science is intended to provide a practical model for acceptable actual knowledge in which we can find law, theory, application, and instrumentation-that reflects the coherence of traditions (qualitative or quantitative). In other words, the accumulation of knowledge from previous researchs become the basis for what we are going to research and write. Scientific researchs is collective effort of some researchers who share their results with one another and who pursue knowledge as a community (Neuman, 2000). Therefore, specifically, the questions of the study to be answered in this research are: (i) what is method and nature of reviewed articles with the topic of protest; and (ii) what agenda of future research?

## RESEARCH METHOD

Content analysis is a systematic process of message analysis in different types of communication. Content analysis is defined as "a technique extended between qualitative and quantitative methods" (Duncan, 1989). There are 2 types of content analysis: conceptual analysis and relational analysis. Siregar, Dagnino, and Garraffo (2009) mention that while relational analysis deals with examining relationships among concepts in texts, conceptual analysis further by quantifying the presence frequency of concepts represented by words of phrase. Titscher, Mayer, Wodak, and Vetter (2000) inform

that the main core and tool in content analysis is the categorization system: each unit of analysis has to be coded or, in other words, allocated in one of more categories.

The population of the research is the articles taken from the database of EBSCO, while the scope of the research is all articles that meet the criteria of: (1) having the key words (analysis unit) of “protest” and “consumer”; (2) full text, scholarly (peer reviewed) journals, and references available. The sampling technique is saturation sampling. Saturation sampling is defined as all sample elements in a particular population with the characteristics expected by the researcher (Black and Champion, 1976).

The definition of operational variables of the research are as follow:

- a) EBSCO is the paid online database of scientific articles that can be accessed by subscription.
- b) Protest is a form of spontaneous and temporary collective action which is not planned and is episodic to reach a particular objective.
- c) Consumer is an individual who purchase or use the goods or services.
- d) Articles are the manuscript written by an author or more on a particular subject.
- e) Approach of research is the paradigm used in the research including: (1) positivism, using quantitative methods to test the generalization of hypotetiko-deductive; and (2) phenomenological, using qualitative and naturalistic approach, which holistically understands human experiences in special context (Idrus, 2007).
- f) Design of data gathering is the method in which data of research is obtained. Adam, Khan, Raeside, and White (2007) inform that there are some methods to collect data, including observation, experiment, survey, interview, diary methods, case studies, data storage, and triangulation.

Data collection is performed by using the computer at the Faculty of Economics and Business, Master and Doctoral Program of Gadjah Mada University on June 10, 2012.

The data needed in the study is secondary data, that is the articles published in the database of EBSCO. The use of database of EBSCO is based on the results of research performed by Blessinger and Olle (2004). They compare 3 online database of EBSCO, ASAP, and ProQuest collected in November 2002. The comparison, that includes scope of subject; title of article; accessibility; and article trend, show that EBSCO is the “deepest” database and presents the largest number of articles, has the longest duration, and has the best peer review. In addition, EBSCO is also the most aggressive online database in adding new titles of article in the recent.

Berelson (1952) informs that in most cases validity does not seem to be a major problem in content analysis. With careful operational definition and accurate and correct indicator selection, the coding sheet is assumed to measure what it should be measured. In other words, it is enough to measure the validity by using face validity. Meanwhile reliability testing in this study is performed by inter coder reliability. This testing is performed to ensure the objectivity of data that will be analyzed and also to ensure the reliability of the used analysis technique. In this study reliability is tested by Holsti's coefficient of realibility (1963).

$$R = \frac{2(C_{1,2})}{C_1 + C_2}$$

Where:  $C_{1,2}$  = the number of catagory assignments on which all coder agree, and  $C_1$ ,  $C_2$  = the sum of all catagory assignments by all coder. After validity and reliability testing, sample article was descriptively analyzed. Descriptive analysis was performed by contextualizing the article sample. Contextualization was performed by coding the consensus and difference among the article sample and presented to strengthen arguments.

## RESULTS

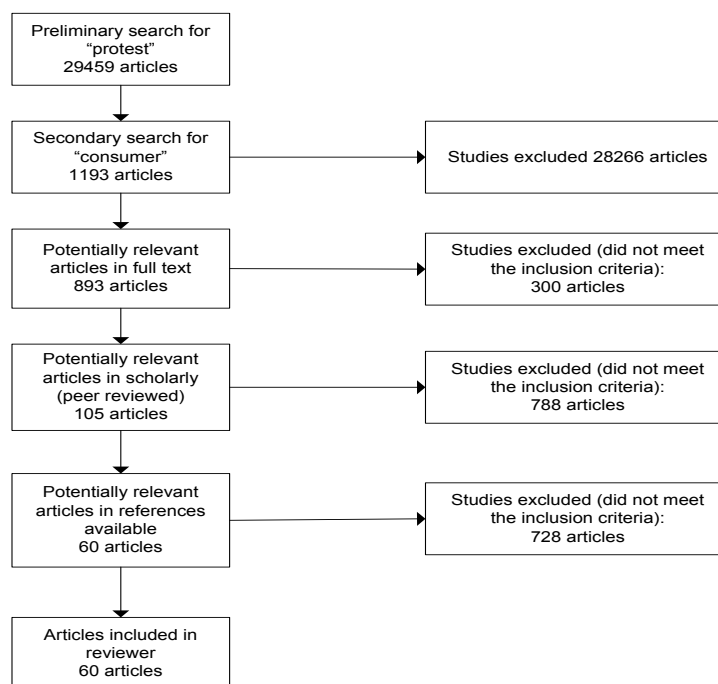
The preparation of coding sheet is consulted to a researcher at the Faculty of Mathematic and Natural Science, Gadjah Mada University. The objective of this con-

sultation is to test the face validity of coding sheet. What we did was delivering a coding sheet and a letter explaining the objective of the study. Then we got feed back and qualitative comments from the researcher. The Feed back and qualitative comments were then made the basis to improve some operational definition and indicator in order to appropriate with that used by the experts. After that, with the help of the researcher from Institute of Social Studies and University of Charles Sturt, the reliability of the coding sheet was tested.

There is a difference in determining the threshold score of acceptance of reliability coefficient. Krippendorff (2004) reports that the lower limit of acceptance of reliability coefficient is 0.80; Scott in Hasrullah (2001) put it over 0.75; while Berelson (1952)

put the coefficient score between 0.79 and 0.96. the calculation of reliability at this study is 0.867 or above the score proposed by Krippendorff and Scott, and between the range suggested by Berelson (Appendix 3).

The articles to be analyzed was sought in the following ways: (1) searching with the keyword of “protest” at EBSCO and 29459 articles were found; (2) added with new key word of “consumer” only 1193 articles remained (decrease of 28266 articles ); (2) of the 1193 articles the following key words were consecutively added to result in the lower numbers of article: full text (893 articles), scholarly (peer reviewed) journal (105 articles ), and references available (60 articles). The remaining 60 articles were then reviewed. Graphically, the procedures to be taken are as follow:



**Figure 1.** The Systematic Review Flow Diagram

Of the total 60 articles, 16 articles used quantitative approach, 43 articles used qualitative approach, and 1 article used mixed methods. Neuman (2000) stated that quantitative approach emphasizes more on the issues of design, measurement, and sample. This is because it uses deductive approach that emphasizes on detailed plan, data col-

lection, and analysis. On the other hand, qualitative approach emphasizes more on the issues of richness, texture, and feeling of the data. Qualitative approach does not mean to confirm the reality, such as in hypothesis testing. Rather, it “shows” or develop reality which is previously tacit, implicit, and hidden, to be real and explicit, apparent

(Irawan, 2006). The debate or 'war' of paradigm between the proposal of quantitative and qualitative approaches is focused on the advantages and disadvantages of each paradigm. As a result of the debate, a new group known as "the proponent of peace" or "the pragmatics" is then established. The pragmatics see that both paradigms, qualitative and quantitative, are complementary (Tashakkori and Teddlie, 1998). In different words, but in similar meaning, Neuman (2000) states that although qualitative and quantitative approaches are different in many aspects, but they are complementary to each other.

Teddlie and Tashakkori (2010) state that at least there are 3 advantages of mixed methods when compared to single approach. They are: (1) research using mixed methods can answer the questions of research that other methods fail to answer; (2) research using mixed methods gives stronger process of conclusion making; and (3) mixed methods gives chance to provide different perspective more widely. In line with that, Woodside (2010) mentions that the use of mixed methods in case studies will result in better accuracy and complexity or coverage so that generalization is possible.

Bryman (1988) proposes 3 main mixed methods. They are: (1) that qualitative method facilitates quantitative method; (2) quantitative method facilitates qualitative method; and (3) qualitative and quantitative methods are equally applicable. In line with that, Creswell (2003) informs that there are 3 strategies in mixed methods: (1) sequential; (2) concurrent; and (3) transformative. In determining which strategy to be used, he also states that timing, weighting and mixing have to be considered. In the articles written by Pookulangara, Shephard, Mestres (2011), they employed mixed methods to collect data. At phase 1, they interviewed 7 students. Students were interviewed to explore whether the students are appropriate or not as the object of research at phase 2. The interview was conducted with open-coding method to : (1) identify the point of view from member of universities on sweatshops; (2) relation of sweatshops, tex-

tile, and garment industry; and (3) students' purchasing behavior. After they found that sample of students were appropriate, they went on phase 2. In other words, according to Creswell's classification, the method that they employed was sequential method; while according to Bryman's classification, what had been done was qualitative method facilitates quantitative method.

Of the 60 articles reviewed, 40 articles are empirical research and the remaining, 20 articles, are non-empirical research (conceptual/ theoretical). In non-empirical research articles, the authors of the articles integrated and resumed what they had known in that area and then synthesize them. The synthesis was then used as the framework for further research.

The data used in the articles of empirical research are primary and secondary data. Churchill (2001) mentions that data can be collected by observation or communication. Adam et al. (2007) notes that there are some ways to collect data: observation, experiment, survey, interview, diary methods, case studies, data storage, and triangulation. Meanwhile Jogiyanto (2004) informs that data can be collected by observation, interview, experiment, survey, and archival data collection.

Results of the analysis showed that principally in the articles of empirical research, 21 (52.5%) articles had the data collected by observation, 8 (20.0%) articles by survey, 7 (17.5%) articles by interview, while 4 (10.0%) articles by triangulasi methods of either observation and interview; Focus Group and survey; survey and interview; or interview and survey). When the primary and secondary data are already collected, the next phase is data analysis. Most of the data collected were descriptively analyzed, 8 (20.0%) articles used regression analysis, 3 (7.5%) articles used content analysis and case study, 2 (5.0%) articles used event study analysis, and 1 article used hermeneutic, ANOVA, and LISREL. In regression analysis, some of the independent and dependent variables are categorical, and some others continuous. What is meant by categorical is that the data is grouped on the basis of



**Table 1.** Approach, Data Gathering, and Method of Reviewed Article

	Total	Empirical	Non-Empirical
Number of Article	60 (100%)	40 (40.00%)	20 (20.00%)
<b>Approach</b>			
Qualitative	42 (70.00%)	22	20
Quantitative	17 (28.30%)	17	0
Mix	1 (1.70%)	1	0
<b>Data Gathering</b>			
Observation	41 (68.30%)	21	20
Survey	8 (13.30%)	8	0
Interview	7 (11.70%)	7	0
Triangulasi	4 (6.70%)	4	0
<b>Method</b>			
Descriptive	41 (68.30%)	18	23
Regression	8 (20.00%)	8	0
Case Study	3 (7.50%)	3	0
Content Analysis	3 (7.50%)	3	0
Event Study	2 (5.00%)	2	0
Hermeneutic	1 (2.50%)	1	0
ANOVA	1 (2.50%)	1	0
LISREL	1 (2.50%)	1	0

particular unit categories and is counted on the basis of the categorization. Therefore, in addition to multiple linear regression analysis, logistic regression analysis (Logit, Probit, Tobit) were also found in the reviewed articles (see Table 2 for detail).

Of the 60 articles reviewed (see appendix 4), it was seen that literature about protest has more balanced topics of research and can be classified into 3 main parts (1) discussing about frequencies, cause, and objective of protest; (2) discussing about consequence of protest; and (3) discussing about motivation of individuals to participate in protest. Because boycott is part of protest, the results were relevant to the research conducted by Hoffmann and Muller (2009); Hendarto, Dharmmestha, Purwanto and Moeliono (2010). In addition, there was no dominant theory to explain the phenomenon of protest. Depending on which side the researchers see protest, when they see protest as a social movement, they are likely

to use the theory deriving from sociology. When they see protest as a psychological aspect, then they are likely to use the theory deriving from psychology.

Since the beginning, the perspective of social behavior has given significant contribution by stating that the root of all conflicts, violences, and social movements is dissatisfaction. The form of dissatisfaction may derived from the prevailing norms, unfair social structure, oppressive political system, exploitative economy, group and entity discrimination, all of which can be viewed from different perspectives and ideologies (Manalu, 2009). Reviewing the prior literature find the following major gaps: (1) most literature focus on identification of the determinant factors of why consumers take part in protest (Muraskin, 1972; John and Klein, 2003; Firat, 2004); (2) attitude is not the focal point in explaining why consumers take part in protest; (3) most research focus on protest as an outcome while ignoring

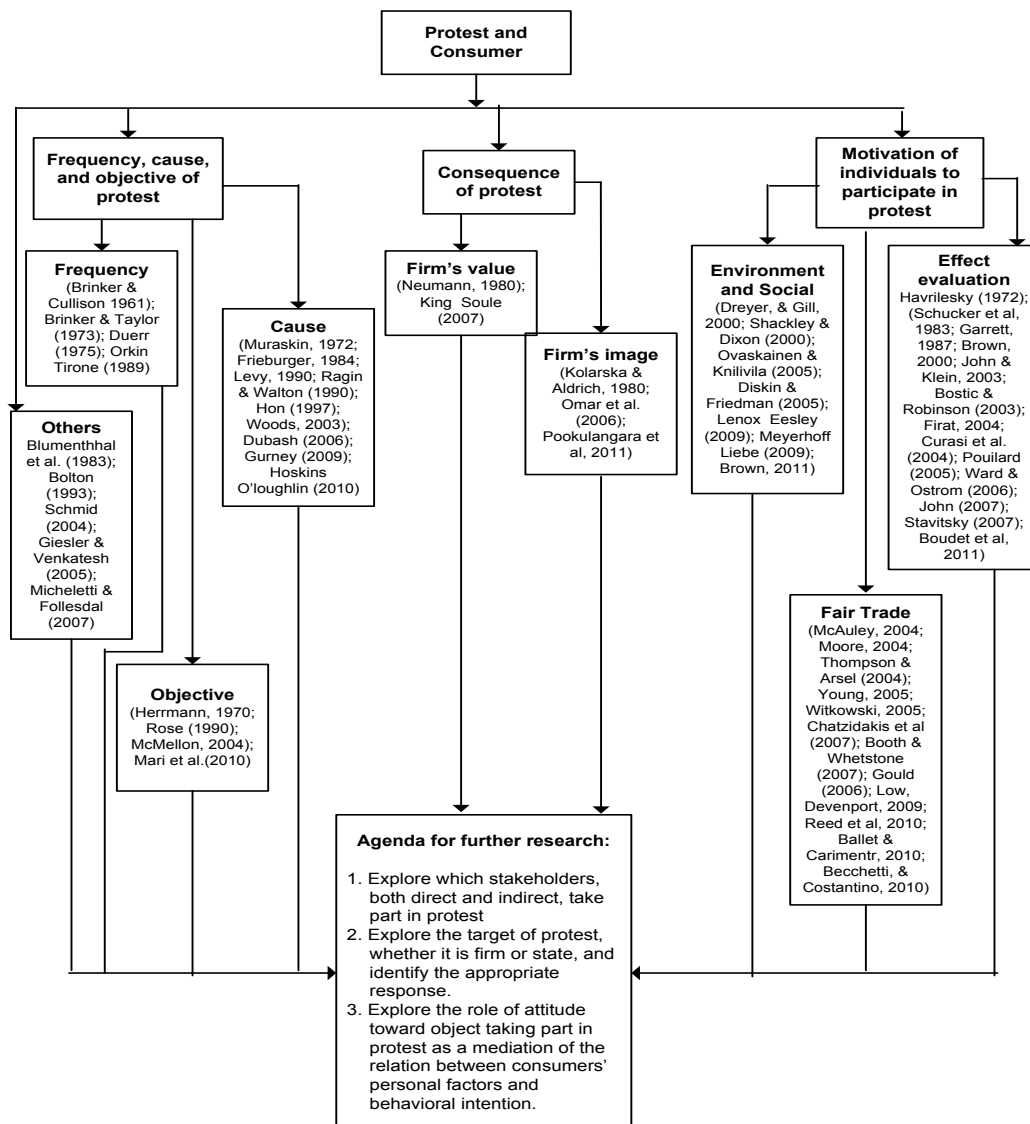
that protest may trigger another protest; (4) there is no article focussing on analysis of stakeholders of protest activity by consumers; and (5) there is no article discussing consumers' attitude to the objects taking part in protest.

Considering the aforementioned gaps, further research should be directed to narrow this gaps. *First*, explore which stakeholders, both direct and indirect, take part in consumers' protest. This is in line with what Davidson (1995) informs that research about boycott, as a form of protest, is important for academicians at least because of 2 perspectives: (a) helping clarify the theory of stakeholder; and (b) affecting both general consumers and corporate consumers. By getting familiar with protest, those who are related to marketing activity, will be able to determine the steps to be taken (for example: determining which aspect of marketing strategy to be changed, what strategy of communication is needed before, during, and after boycott?, and so on). *Second*, explore the target of protest, whether it is firm or state and identify the appropriate response. This is in line with what Garrett (1987) informs that there are 5 reasons of why marketers have to analyze about boycott, as a form of protest: (1) increased incidence of boycott as a social quirk; (2) more enhanced sponsor of boycott in making effective movement to influence the public; (3) legal outcomes to an extent supporting boycott movement as a form of legal protest; (4) strategy of marketing negating boycott as a suppressing environmental power; and (5) marketing policy boycotts present a "double barreled" challenge to marketing. Furthermore, the development of democracy and advancement of technology affect why protest has to be understood. The technology of the internet (web) for example, can make people communicate quickly. In web, not only can individuals receive message, but also send message in real time (Vivian, 2008). In addition, digital era has changed the previously conventional consumers, such as the way of communication in the presence of social media and different applications (face book, twitter, etc). *Third*, exp-

lore the role of attitude toward object taking part in protest as a mediation of the relation between consumers' personal factors and behavioral intention. Why? This is because our desire to understand and explain social events is strongest when the events are the action of other people and are unexpected, unusual, or distressing (Kamazawa, 1992). In other words (Hestie, 1984; Weiner, 1985) mentions that although there are individual differences, most people ask "why?" about important events that are negative or unexpected.

## CONCLUSION

The objective of this research is to describe the articles about protest published in EBSCO electronic database. There were 60 published articles related to protest and consumer. The results showed that most reviewed articles used qualitative approach. It was found that most research were empirical research rather than conceptual/ theoretical. For articles of empirical research, majority of data was obtained through observation, and data was analyzed descriptively. Literature about protest and consumer can be classified into 3 major groups of (1) discussing about frequencies, cause, and objective of protest; (2) discussing about consequence of protest; and (3) discussing about motivation of individuals to participate in protest. Because boycott is part of protest, the result was in line with the research conducted by Hoffmann and Muller (2009) and Hendarito et.al (2010). The results also showed that there were gaps in the prior research. The gaps are that: (1) most literature focus on identification of the determinant factors of why consumers take part in protest; (2) attitude is not the focal point in explaining why consumers take part in protest; (3) most studies focus on protest as an outcome while ignoring that protest may trigger another protest; (4) there is no article focussing on analysis of stakeholders of protest activity by consumers; and (5) there is no article discussing consumers' attitude to the objects taking part in protest. Further research should be directed to narrow these gaps. *First*, explore which stake-



**Figure 2.** Mapping of Reviewed Article and Agenda for Futher Research

holders, both direct and indirect, take part in consumers' protest. Second, explore the target of protest, whether it is firm or state and identify the appropriate response. Third, explore the role of attitude toward object taking part in protest as a mediation of the relation between consumers' personal factors and behavioral intention.

Stokes (2006) states that the disadvantages of content analysis are: (1) insensitiveness; sometimes content analysis is low credibility method. For example, in analysis of violence in television, the researchers merely counted the frequency while ignoring the difference between revenge, jus-

tice claim, or accidental action; (2) content analysis is frequently criticized as being too descriptive; (3) content analysis is criticized as having low credibility; and (4) using content analysis is tiring and time-consuming. The disadvantages can be overcome in the following ways, (1) to overcome the insensitiveness, analysis units (operational definition) can be categorized; (2) to improve the descriptive nature, simple statistic can be employed; (3) the third weakness can be overcome by inter-coder reliability test to avoid coder bias. Krippendorff (2004) informs that the method frequently used is asking two researchers to code similar



data, and compare the results; and (4) the last weakness can be minimized using computer and constantly analyzing “what is to be analyzed” and ignoring the unnecessary analysis. Finally, the main weakness of the research is that it merely uses the electronic database of EBSCO. It will be better when we also include other electronic databases such as ASAP, Science Direct, JSTOR, and the like.

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